

TO:

BOSTON ROU; NY METRO ROU; BUFFALO ROU

DATE:

9/22/95

FOR:

DISSEMINATION TO: ALL DM'S; RM'S; SALES REPS & RETAIL REPS
WITH FOODMART LOCATIONS

CHAIN PROMOTIONAL INFORMATION

CHAIN NAME: FOODMART CID #: 1138 00 00PROMOTION TYPE: JACKS INTRODUCTION SUPPLIER: J. POLEPDESCRIPTION: ALL STYLES OF JACKS ARE AUTHORIZED FOR FOODMART STORESBEGINNING OCTOBER 1, 1995. JACKS TO BE EVERYDAY LOW PRICEBRAND FOR ALL FOODMART LOCATIONS.BRANDS: ALL STYLES OF JACKSAUTHORIZED LOCATIONS: ALL FOODMART LOCATIONSTIMING: OCTOBER 1, 1995DISPLAY METHOD: UTILIZE SHELF SPLITTERS ON CARTON FIXTURES IN SAVINGS SECTION
TO ACCOMMODATE DORAL AND MONARCH ON THE TOP SHELF AND
JACKS ON THE 2ND SHELF.ACTION REQUIRED: ENSURE JACKS ITEM #'S ARE PLACED IN FOODMART ORDER GUIDES
AND THAT JACKS ARE TAGGED AND ADVERTISED ON 2ND SHELF OF
CARTON FIXTURE.COMMENTS: IN STORES WITH COURTESY BOOTH MERCHANDISING, ENSURE
JACKS PRODUCT IS DISPLAYED AND ADVERTISED IN HIGH VISIBILITY
LOCATIONS.

* SEE ATTACHMENTS

AUTHORIZED BY: PAUL CATALDOR.J.R. REP: MITCH McGOVERN, AMATTACHMENTS
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R. F. KANEDIVISION: BOSTON CHAIN 1140
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Sales		Retail	
1221		1222	21,22
1222	5,8,9	1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PG	SC
1229		MC	PA
1240			
1244		RSM	RBM

51855 1364

FOOD MART

NEW CIGARETTE ITEM



- AVAILABLE IN 13 STYLES FROM J. POLEP DISTRIBUTION
(SEE ATTACHED)
- ADVANTAGED PRICING:
 - Connecticut
Packs - \$1.52 plus tax
Cartons - \$14.99 plus tax
 - Massachusetts
Packs - \$1.55 plus tax
Cartons - \$15.19 plus tax
- STORE DISTRIBUTIONS WEEK OF 10/16/95
- WORK WITH R. J. REYNOLDS REPRESENTATIVES TO
PLACE PRODUCT AND ADVERTISING IN A HIGHLY
VISIBLE LOCATION IN THE CIGARETTE DEPARTMENT.

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